

Amend claims 103, 104, 109, 110, 115, 116, 121, 122, 176, 177, 182 and 183 as follows:

e' 103. (Amended) A system in which an interactive television program guide is implemented on user television equipment, comprising:

means for monitoring a user's interactions with the interactive television program guide to determine the user's interests;

means for displaying targeted advertising based on the user's interests with the program guide; and

means for monitoring which advertisements are displayed by the program guide;

means for transmitting information on which advertisements are displayed to a central facility; and

means for maintaining a monitoring record containing information on which advertisements are displayed, wherein the means for maintaining the monitoring record further comprises means for maintaining information on the location in the program guide in which each targeted advertisement is displayed in the monitoring record.

104. (Amended) A system in which an interactive television program guide is implemented on user television equipment, comprising:

means for monitoring a user's interactions with the interactive television program guide to determine the user's interests;

means for displaying targeted advertising based on the user's interests with the program guide; and

B' means for monitoring which advertisements are displayed by the program guide;

means for transmitting information on which advertisements are displayed to a central facility; and

means for maintaining a monitoring record containing information on which advertisements are displayed, wherein the means for maintaining the monitoring record further comprises means for maintaining information on the reasons that each targeted advertisement was displayed by the program guide in the monitoring record.

B² 109. (Amended) A method for using an interactive television program guide implemented on user television

equipment to monitor the effectiveness of targeted advertising, comprising the steps of:

monitoring a user's interactions with the interactive television program guide to determine the user's interests;

displaying targeted advertising based on the user's interests with the program guide;

monitoring which advertisements are displayed by the program guide;

transmitting information on which advertisements are displayed to a central facility; and

maintaining a monitoring record containing information on which advertisements are displayed, wherein the step of maintaining the monitoring record further comprises the step of maintaining information on the location in the program guide in which each targeted advertisement is displayed in the monitoring record.

110. (Amended) A method for using an interactive television program guide implemented on user television equipment to monitor the effectiveness of targeted advertising, comprising the steps of:

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monitoring a user's interactions with the interactive television program guide to determine the user's interests;

displaying targeted advertising based on the user's interests with the program guide;

monitoring which advertisements are displayed by the program guide;

transmitting information on which advertisements are displayed to a central facility; and

maintaining a monitoring record containing information on which advertisements are displayed, wherein the step of maintaining the monitoring record further comprises the step of maintaining information on the reasons that each targeted advertisement was displayed by the program guide in the monitoring record.

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115. (Amended) A system in which an interactive television program guide is implemented on user television equipment, comprising:

means for monitoring a user's interactions with the interactive television program guide to determine the user's interests;

means for taking targeted actions in the program guide based on the user's interests;

means for monitoring which targeted actions are taken by the program guide;

means for transmitting information on which targeted actions are taken by the program guide to a central facility; and

B³ means for maintaining a monitoring record containing information on which targeted actions are taken in the program guide, wherein the means for maintaining the monitoring record further comprises means for maintaining in the monitoring record information on the location in the program guide in which each targeted action is taken.

116. (Amended) A system in which an interactive television program guide is implemented on user television equipment, comprising:

means for monitoring a user's interactions with the interactive television program guide to determine the user's interests;

means for taking targeted actions in the program guide based on the user's interests;

means for monitoring which targeted actions are taken by the program guide;

means for transmitting information on which targeted actions are taken by the program guide to a central facility; and

means for maintaining a monitoring record containing information on which targeted actions are taken in the program guide, wherein the means for maintaining the monitoring record further comprises means for maintaining information on the reasons that each targeted action was taken in the monitoring record.

121. (Amended) A method for using an interactive television program guide implemented on user television equipment, comprising the steps of:

monitoring a user's interactions with the interactive television program guide to determine the user's interests;

taking targeted actions in the program guide based on the user's interests;

monitoring which targeted actions are taken in the program guide based on the user's interest;

transmitting information on which targeted actions are taken to a central facility; and

maintaining a monitoring record containing information on which targeted actions are taken, wherein the step of maintaining the monitoring record further comprises the step of maintaining information in the monitoring record on the location in the program guide in which each targeted action is taken.

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122. (Amended) A method for using an interactive television program guide implemented on user television equipment, comprising the steps of:

monitoring a user's interactions with the interactive television program guide to determine the user's interests;

taking targeted actions in the program guide based on the user's interests;

monitoring which targeted actions are taken in the program guide based on the user's interest;

transmitting information on which targeted actions are taken to a central facility; and

B 4

maintaining a monitoring record containing information on which targeted actions are taken, wherein the step of maintaining the monitoring record further comprises the step of maintaining information in the monitoring record on the reasons that each targeted action was taken in the program guide.

176. (Amended) A system, comprising user television equipment configured to:

monitor a user's interactions with an interactive television program guide to determine the user's interests;

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display targeted advertising based on the user's interests with the program guide;

monitor which advertisements are displayed by the program guide;

transmit information on which advertisements are displayed to a central facility, and

maintain information on the location in the program guide in which each targeted advertisement is displayed in the monitoring record.

177. (Amended) A system, comprising user television equipment configured to:

monitor a user's interactions with an interactive television program guide to determine the user's interests;

display targeted advertising based on the user's interests with the program guide;

monitor which advertisements are displayed by the program guide;

transmit information on which advertisements are displayed to a central facility, and

maintain information on the reasons that each targeted advertisement was displayed by the program guide in the monitoring record.

182. (Amended) A system, comprising user television equipment configured to:

monitor a user's interactions with an interactive television program guide to determine the user's interests;

take targeted actions in the program guide based on the user's interests;

monitor which targeted actions are taken by
the program guide;

transmit information on which targeted
actions are taken by the program guide to a central
facility; and

maintain in the monitoring record
information on the location in the program guide in which
each targeted action is taken.

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183. (Amended) A system comprising user
television equipment configured to:

monitor a user's interactions with an
interactive television program guide to determine the
user's interests;

take targeted actions in the program guide
based on the user's interests;

monitor which targeted actions are taken by
the program guide;

transmit information on which targeted
actions are taken by the program guide to a central
facility; and